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CHENNAI

'Stories can connect with everyone'



STAFF REPORTER

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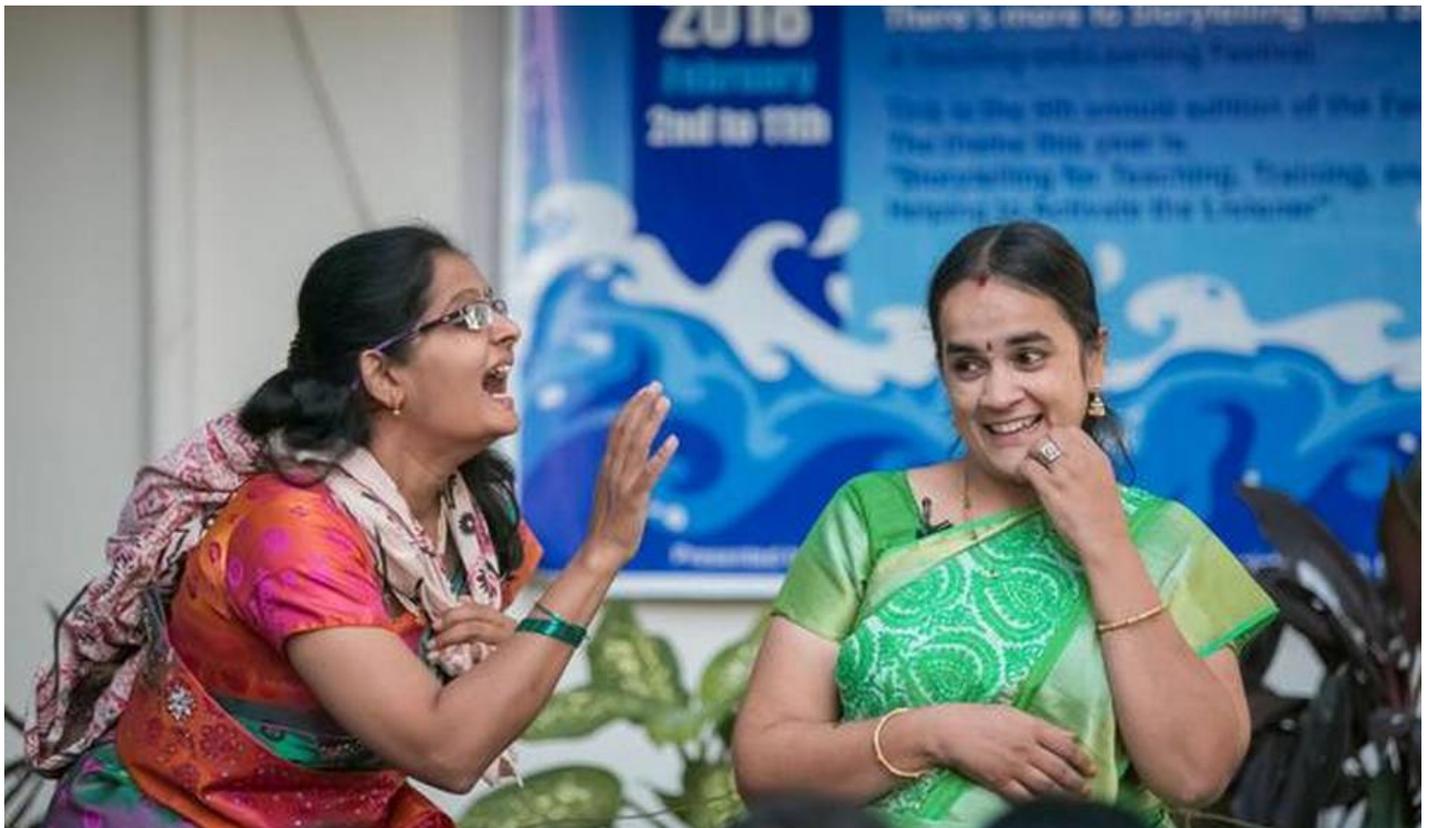


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Storytellers in action at a session organised by the world storytelling Institute .

There is an increasing interest in storytelling, say professionals

Storytellers from across the country will come together for the Chennai

Storytelling Festival, which will explore the structure and nature of stories as well as how storytelling can lend itself to personality development, healing and therapy and communication skills, among other topics.

Eric Miller, founder of the World Storytelling Institute, said there was a common misconception that storytelling simply meant folk tales and fairy tales for children.

“A large number of businesses are now using storytelling for teaching soft skills, conflict resolution, better communication and effective human resource management. We’ve also had a large number of parents, educators and counsellors seek out storytelling of late and take up courses,” Mr. Miller said.

Jeeva Raghunath, who has been a professional storyteller for over 21 years, said storytelling was a major tool in helping people bond. “We are all natural storytellers. Stories can connect with anyone and irrespective of barriers,” she said.

While the revival of storytelling in the U.S. could be traced to the late 1960s when people realised that they needed to cut down on their time in front of a television, he said India always had traditional storytelling for generations.

“With the concept of joint families gradually fading away, storytelling in families too had dwindled. The need to move away from technology and communicate better with people has contributed to the popularity of storytelling in the country now,” he added.

The festival, to be held from February 8 to 11, will focus on teaching, training and healing and have workshops for students.

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